

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of presenting a commercial in at least one time slot to a viewer, the method comprising the acts of:

providing one or more commercials to a receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, ~~wherein the bid is based on whether the commercial has been played previously;~~

wirelessly providing broadcast television programming, the broadcast television programming being provided separately from the commercials and including the time slot;

auctioning the time slot to the one or more agents provided to

the receiver, wherein the auctioning act is performed on a just-in-time basis;

selecting at least one selected commercial having the agent which placed a winning bid; and

locally to the receiver, combining the wirelessly broadcast television programming with the selected commercial,

displaying the commercial bid during the time slot, so that the commercials appear to be part of the wirelessly broadcast television programming.

2. (Currently Amended) A method of presenting a commercial in a time slot to a viewer, the method comprising the acts of:

providing one or more commercials to a receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated

~~commercial, wherein the bid is based on whether the commercial has been played previously;~~

auctioning the time slot to the one or more agents provided to the receiver, wherein the auctioning act is performed on a just-in-

time basis;

selecting at least one selected commercial having the agent which placed a winning bid; and

displaying the selected commercial having the agent which placed the winning bid during the time slot, further comprising the act of:

storing information related to the commercial having the agent which placed the winning bid in a vault.

3. (Previously Presented) The method of claim 2, further comprising the act of:

allowing the agent for at least one commercial to access the information in the vault, the agent using the accessed information to determine the bid to be placed for the time slot.

4. (Previously Presented) The method of claim 1, further comprising the acts of:

maintaining a profile database to store data related to local viewer preferences; and

allowing the agent for at least one commercial to access the

local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot.

5.(Original) The method of claim 4, wherein the local viewer preference related data includes demographic information about the viewer.

6.(Original) The method of claim 4, wherein the local viewer preference related data includes viewing habit information about the viewer.

7.(Original) The method of claim 1, wherein the bid placed by the agent of at least one commercial is a fixed amount.

8.(Previously Presented) The method of claim 1, wherein the winning bid awarded by the awarding act is the bid having the highest monetary value.

9.(Previously Presented) The method of claim 1, wherein the

winning bid awarded by the awarding act is determined by setting a desired monetary value, and then reducing the desired monetary value until the agent of at least one commercial places a bid at least equal to the desired monetary value.

10. (Previously Presented) The method of claim 1, wherein the commercial delivery act includes loading at least one commercial and the agent associated therewith onto the television receiver prior to the time slot.

11. (Currently Amended) A system for presenting a commercial in a time slot to a viewer, said system comprising:

at least one source of one or more commercials, the source providing each said commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, ~~wherein the bid is based on whether the commercial has been played~~ previously;

at least one separate source of wirelessly broadcast television programming and including the time slot;

at least one receiver operatively coupled with a display device, said receiver configured to receive the wirelessly broadcast television and each commercial and associated agent; and a processor operatively coupled with the receiver, the processor capable of

executing instructions encoded by the agent associated with each commercial to determine the bid to be placed for the time slot;

auctioning on a just-in-time basis the time slot to the one or more commercials provided to the receiver;

selecting at least one commercial having the agent which placed a winning bid;

combining the selected commercial with the wirelessly broadcast television programming; and

displaying the selected commercial on the display device together with the wirelessly broadcast television programming during the time slot.

12. (Currently Amended) A system for presenting a commercial in a time slot to a viewer, said system comprising:

at least one source of one or more commercials, the source providing each said commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, ~~wherein the bid is based on whether the commercial has been played~~ previously;

a receiver operatively coupled with a display device, said receiver configured to receive each commercial and associated agent; and

a processor operatively coupled with the receiver, the processor capable of

executing instructions encoded by the agent associated with each commercial to determine the bid to be placed for the time slot;

auctioning on a just-in-time basis the time slot to the one or more agents provided to the receiver;

selecting at least one commercial having the agent which placed a winning bid; and

displaying the selected commercial on the display device during the time slot, further comprising:

a vault operatively coupled with the processor for storing information related to the commercial having the agent which placed the winning bid.

13.(Original) The system of claim 12, wherein the processor is further capable of allowing each agent for at least one commercial to access information previously stored in the vault, the agent using the accessed information to determine the bid to be placed for the time slot.

14.(Original) The system of claim 11, further comprising:
a profile database operatively coupled with the processor to store data related to local viewer preferences; and

further wherein the processor is capable of allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot.

15.(Original) The system of claim 11, further comprising:

memory operatively coupled with the receiver, the at least one source providing the commercial and the agent associated therewith onto the memory prior to the time slot.

16. (Currently Amended) A system for presenting a commercial in a time slot to a viewer, said system comprising:

at least one source of one or more commercials and one or more agents, each said commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, ~~wherein the bid is based on whether the commercial has been played previously;~~

a receiver operatively coupled with a display device, said receiver configured to receive each commercial and associated agent; and

a processor operatively coupled with the receiver, the processor capable of

executing instructions encoded by the agent associated with each commercial to determine the bid to be placed for the time slot;

auctioning on a just-in-time basis the time slot to the

one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid; and

displaying the selected commercial on the display device during the time slot, wherein the receiver is configured to receive the commercial and agent associated therewith simultaneously.

17.(Original) The system of claim 11, wherein the receiver is configured to receive the commercial and agent associated therewith separately.

18.(Currently Amended) A method of presenting a commercial in a time slot to a viewer, the method comprising the acts of:

providing one or more commercials to at least one receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial, ~~wherein the bid is based on whether the commercial has been played previously;~~

separately providing wirelessly broadcast television

programming including the time slot to the receiver;

maintaining a profile database to store data related to local viewer preferences;

allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot;

auctioning on a just-in-time basis the time slot to the one or more agents provided to the receiver;

selecting at least one commercial having the agent which placed a winning bid;

combining the selected commercial with the wirelessly broadcast television programming;

displaying the selected commercial together with the wirelessly broadcast television programming on the display device during the time slot; and

storing information related to the commercial having the agent which placed the winning bid in a vault.

19. (Previously Presented) The method of claim 1, further

comprising the act of updating a profile database to reflect that the commercial was played.

20. (Previously Presented) The method of claim 1, wherein the one or more commercials are sent to the receiver via a first coupling and the agent is sent to the receiver via a second coupling which is less lossy than the first coupling.

21. (Previously Presented) The method of claim 2, further comprising the act of updating a profile database to reflect that the commercial was played.

22. (Previously Presented) The method of claim 2, wherein the one or more commercials are sent to the receiver via a first coupling and the agent is sent to the receiver via a second coupling which is less lossy than the first coupling.

23. (Previously Presented) The system of claim 11, wherein the processor is capable of updating a profile database to reflect that the commercial was played.

24. (Previously Presented) The system of claim 11, wherein the one or more commercials are sent to the receiver via a first coupling and the agent is sent to the receiver via a second coupling which is less lossy than the first coupling.

25. (Previously Presented) The system of claim 12, wherein the processor is capable of updating a profile database to reflect that the commercial was played.

26. (Previously Presented) The system of claim 12, wherein the one or more commercials are sent to the receiver via a first coupling and the agent is sent to the receiver via a second coupling which is less lossy than the first coupling.

27. (Previously Presented) The system of claim 16, wherein the processor is capable of updating a profile database to reflect that the commercial was played.

28. (Previously Presented) The system of claim 16, wherein the

one or more commercials are sent to the receiver via a first coupling and the agent is sent to the receiver via a second coupling which is less lossy than the first coupling.

29. (Previously Presented) The method of claim 18, further comprising the act of updating a profile database to reflect that the commercial was played.

30. (Previously Presented) The method of claim 18, wherein the one or more commercials are sent to the receiver via a first coupling and the agent is sent to the receiver via a second coupling which is less lossy than the first coupling.

31. (New) The method of claim 1, wherein the auctioning act is performed periodically.

32. (New) The method of claim 2, further comprising uploading periodically the information related to the winning bid stored in the vault to a billing agent.